ORDER

Orders Order / Rev: 167343 Alt Order #: 06344867 Product Desc: **OBAMA 4 PRES: SKED A** WDJT-TV-LP Estimate: 1867 Flight Dates: 09/27/12 - 10/02/12 Primary AE: Matthew Norten Original Date / Rev: 09/26/12 / 09/26/12 Sales Office: HDC Sales Region: Order Type: **GENERAL** NAT Name: **GMMB Greer Margolis Mitchell** Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: **Broadcast** 1010 Wisconsin Ave. NW Billing Cycle: EOM/EOC Washington, DC 20007 Agency Commission: 15% Poli/Obama for President Advertiser Name: A35+ New Business Thru: Demographic: 00:15:00 **Product Codes:** PL Candidate Order Separation: P-2 Advertiser External ID: Priority: AGY, POL, CAND Agency External ID: Revenue Codes:

Bill Plan

DIII FIAII				
Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	45	\$25,015.00	\$21,262.75
10/01/12	10/02/12	26	\$15,025.00	\$12,771.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	45	\$25,015.00	\$21,262.75	0.00
October 2012	26	\$15,025.00	\$12,771.25	0.00
Totals	71	\$40,040.00	\$34,034.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	17%	\$40,040.00
Market	100%	\$235,529.41

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	1%	\$2,355.29
WCGV	0%	\$0.00
WISN	27%	\$63,592.94
WITI	31%	\$73,014.12
WMLW-	2%	\$4,710.59
WPXE	0%	\$0.00
WTMJ	22%	\$51,816.47
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Cod	e Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
1	WDJT	09/27/12	2 09/28/12	_	/I-F 5a - € M	5a - 6a	TF 	:30	2	\$50.00P-2	0.00 NM	2	\$100.00
				M-F 5a - 6a									
	Star	t Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
We	ek: 09/2	4/12	09/30/12	TF <u></u>	2	\$50.00	0.00						
2	WDJT	10/01/12	2 10/02/12	Morning News N	<i>I</i> I-F 5a - 6€M	5a - 6a	MT	:30	1	\$50.00P-2	0.00 NM	1	\$50.00
				M-F 5a - 6a									
	<u>Star</u>	t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				I		

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Advertiser:

Poli/Obama for President

Alt Order #: Flight Dates: 06344867

09/27/12 - 10/02/12

Product Desc:

OBAMA 4 PRES: SKED A

Estimate:

1867

Ln Ch	Start	End	Inventory Code	e Break	Start/End	d Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
2 WDJT	10/01/1	12 10/02/12	Morning News M M-F 5a - 6a	I-F 5a - 6 M	5a - 6a	MT	:30	1	\$50.00P-2	0.00 NM	_	\$50.00
Star Week; 10/0	t Date 01/12	End Date 10/07/12	Weekdays MT	Spots/Week 1		Rating 0.00						
3 WDJT	09/27/1	12 09/28/12	Morning News N M-F 6a - 7a	I-F 6a - 10M	6a-7a	TF- <i>-</i> -	:30	2	\$50.00P-2	0.00 NM	2	\$100.00
Week: 09/2		End Date 09/30/12	Weekdays	Spots/Week 2		Rating 0.00						
4 WDJT	10/01/1	2 10/02/12	Morning News M M-F 6a - 7a	-F6a - 1 CM	6a-7a	MT	:30	1	\$50.00P-2	0.00 NM	1	\$50.00
<u>Star</u> Week: 10/0	<u>t Date</u>)1/12	End Date 10/07/12	<u>Weekdays</u> мт	Spots/Week 1	<u>Rate</u> \$50.00	Rating 0.00						
5 WDJT	09/27/1	2 09/28/12	CBS Mrning Nws CBS This Mornin		7a-9a	TF	:30	3	\$50.00 P-2	0.00 NM	3	\$150.00
Star Week: 09/2	<u>t Date</u> !4/12	End Date 09/30/12	Weekdays TF	Spots/Week 3	Rate \$50.00	Rating 0.00						
6 WDJT	10/01/1	2 10/02/12	CBS Mrning Nws CBS This Mornir		7a-9a	MT	:30	3	\$50.00P-2	0.00 NM	3	\$150.00
<u>Star</u> Week: 10/0	1/12	End Date 10/07/12	<u>Weekdays</u> MT	Spots/Week 3	<u>Rate</u> \$50.00	Rating 0.00						
E 7 WDJT	09/30/1	2 09/30/12	CBS Sunday Mor CBS Sunday Mo		8a-930a	1	:30	1	\$500.00P-2	0.00 NM	1	\$500.00
<u>Start</u> Week: 09/2	<u>Date</u> 4/12	End Date 09/30/12	Weekdays	Spots/Week 1	<u>Rate</u> \$500.00	Rating 0.00				!		
E 8 WDJT	09/30/12	2 09/30/12	Sun 1030a-11a Green and Gold		1030a-11a e	1	:30	1	\$300.00P-2	0.00 NM	1	\$300.00
<u>Start</u> Week: 09/2	<u>: Date</u> 4/12	End Date 09/30/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$300.00	Rating 0.00						
E 9 WDJT	09/27/12	2 09/28/12	Let's Make a Dea Let's Make a Dea		858a-10a	TF	:30	2	\$100.00LUR	0.00 NM	2	\$200.00
<u>Start</u> Week: 09/2	<u>Date</u> 4/12	End Date 09/30/12	Weekdays	Spots/Week 2	<u>Rate</u> \$100.00	Rating 0.00						
E 10 WDJT	10/01/12	2 10/02/12	Let's Make a Dea Let's Make a Dea		858a-10a	MT	:30	1	\$100.00LUR	0.00 NM	1	\$100.00
<u>Start</u> Week: 10/0	<u>Date</u> 1/12	End Date 10/07/12	Weekdays MT	Spots/Week	<u>Rate</u> \$100.00	Rating 0.00				1		
			Price Is Right 10a Price is Right 10a		10a - 11a	TF	:30	2	\$300.00P-2	0.00 NM	2	\$600.00
<u>Start</u> Week: 09/24		End Date 09/30/12	Weekdays	Spots/Week	<u>Rate</u> \$300.00	Rating 0.00						
12 WDJT			Price Is Right 10a Price is Right 10a	-11a CM	10a - 11a	MT	:30	1	\$300.00P-2	0.00 NM	1	\$300.00
Start Week: 10/0		End Date 10/07/12	Weekdays MT	Spots/Week	<u>Rate</u> \$300.00	Rating 0.00						
13 WDJT (Y&R 11a-12p The Young & the	СМ	11a - 12p	TF	:30	2	\$350.00P-2	0.00 NM	2	\$700.00
<u>Start</u>		End Date	Weekdays	Spots/Week 2	<u>Rate</u> \$350.00	Rating						
14 WDJT		09/30/12	Y&R 11a-12p	СМ	11a - 12p	0.00	:30	1	\$350.00P-2	0.00 NM	1	\$350.00
<u>Start</u>		End Date	The Young & the Weekdays	Spots/Week	Rate	Rating						
Week: 10/01		10/07/12 2 09/28/12	News at Noon	CM	\$350.00 12p-1230p	0.00 TF	:30	2	\$125.00P-2	0.00 NM	2	\$250.00
Start	<u>Date</u>	End Date	News at Noon Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 09/24		09/30/12	TF News at Noon	CM 2	\$125.00 12p-1230p	0.00 MT	:30	2	\$125.00P-2	0.00 NM	2	\$250.00
Start		End Date	News at Noon Weekdays	Spots/Week	Rate	Rating						
Otali	~~~~		<u></u>		1					-		

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Poli/Obama for President

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WDJT-TV-LP

Ln Ch Start	End	Inventory Code	e Breal	k Start/End	d Time Days	Len Sp	oots	Rate Pri	Rta Type	Snots	Amount
16 WDJT 10/01/1	12 10/02/12		СМ	12p-1230p	MT	30	2		0.00 NM		\$250.00
Start Date	End Date	News at Noon Weekdays	Spots/Weel	<u>Rate</u>	Rating					l	
Week: 10/01/12	10/07/12	MT		2 \$125.00	0.00						
17 WDJT 09/27/1	2 09/28/12	CBS Block 1230 CBS Block 1230		1230p-2p	TF	:30	2	\$125.00P-2	0.00 NM	2	\$250.00
Start Date Week: 09/24/12	End Date 09/30/12	Weekdays TF	Spots/Week		Rating 0.00						
18 WDJT 10/01/1	2 10/02/12	CBS Block 1230 CBS Block 1230		1230p-2p	MT	:30	1	\$125.00P-2	0.00 NM	1	\$125.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> MT	Spots/Week	Rate \$125.00	Rating 0.00						
E 19 WDJT 09/27/1		Doctor 2p-3p Doctors 2p-3p	СМ	2p-3p	- TF	:30	2	\$50.00LUR	0.00 NM	2	\$100.00
<u>Start Date</u> Week: 09/24/12	End Date 09/30/12	Weekdays TF	Spots/Week		Rating 0.00						
E 20 WDJT 10/01/12	2 10/02/12	Doctor 2p-3p Doctors 2p-3p	СМ	2p-3p	MT	:30	1	\$50.00LUR	0.00 NM	1	\$50.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	Weekdays MT	Spots/Week 1	<u>Rate</u> \$50.00	Rating 0.00				ł		
E 21 WDJT 09/27/12	2 09/28/12	3p-4p (eff 9/10/13 Jeff Probst	B) CM	3р-4р	TF	:30	2	\$50.00 LUR	0.00 NM	2	\$100.00
<u>Start Date</u> Week: 09/24/12	End Date 09/30/12	Weekdays	Spots/Week 2		Rating 0.00				ĺ		
E 22 WDJT 10/01/12	2 10/02/12	3p-4p (eff 9/10/13 Jeff Probst	B) CM	3p-4p	MT	:30	1	\$50.00LUR	0.00 NM	1	\$50.00
Week: 10/01/12	End Date 10/07/12	Weekdays MT	Spots/Week 1	<u>Rate</u> \$50.00	Rating 0.00						
23 WDJT 09/27/12		Dr. Phil 4p-5p Dr. Phil 4p-5p	СМ	4p-5p	TF	:30	2	\$250.00P-2	0.00 NM	2	\$500.00
<u>Start Date</u> Week: 09/24/12	End Date 09/30/12	<u>Weekdays</u> TF	Spots/Week 2	<u>Rate</u> \$250.00	Rating 0.00				ĺ		
24 WDJT 10/01/12	10/02/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	СМ	4p-5p	MT	:30	1	\$250.00P-2	0.00 NM	1	\$250.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	Weekdays MT	Spots/Week 1	<u>Rate</u> \$250.00	Rating 0.00				ł		
25 WDJT 09/27/12	09/30/12	CBS58 Nws 5p M CBS58 Nws 5p N		5-530p/530-6	SpTFSS	:30	2	\$150.00P-2	0.00 NM	2	\$300.00
	End Date 09/30/12	<u>Weekdays</u> TFSS	Spots/Week 2	<u>Rate</u> \$150.00	Rating 0.00				ł		
E 26 WDJT 10/01/12		M-F 5pm News M-F 5pm News	СМ	5р-530р	MT	:30	2	\$150.00P-2	0.00 NM	2	\$300.00
	<u>End Date</u> 10/07/12	Weekdays MT	Spots/Week 2	<u>Rate</u> \$150.00	Rating 0.00						
27 WDJT 09/27/12		Jeopardy 6p-630p 6p-630p/Jeopardy		M-F 6p-630p	TF	:30	2	\$700.00P-2	0.00 NM	2	\$1,400.00
	End <u>Date</u> 09/30/12	Weekdays TF	Spots/Week 2	<u>Rate</u> \$700.00	Rating 0.00				ľ		
28 WDJT 10/01/12	10/02/12	Jeopardy 6p-630p 6p-630p/Jeopardy	СМ	M-F 6p-630p	MT~	:30	2	\$700.00P-2	0.00 NM	2	\$1,400.00
	End Date 10/07/12		Spots/Week 2	<u>Rate</u> \$700.00	Rating 0.00						
29 WDJT 09/27/12	09/28/12	Wheel of Fortune (630p- 7¢M	M-F 630p-7p	TF	:30	2	\$750.00P-2	0.00 NM	2	\$1,500.00
	End Date 09/30/12		Spots/Week 2	<u>Rate</u> \$750.00	Rating 0.00				ĺ		
30 WDJT 10/01/12	10/02/12	Wheel of Fortune (630p- 7₽M	M-F 630p-7p	MT	:30	2	\$750.00P-2	0.00 NM	2	\$1,500.00
Start Date E	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						

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Ln Ch Star	t End	Inventory Code	Break	Start/End T	Γime Days	Len Spot	ts Rate Pri	Rtg Type	Spots	Amount
	/12 10/02/12	Wheel of Fortune 630p-7p/Wheel		M-F 630p-7p	MT	:30	2 \$750.00P-2	0.00 NM	2	\$1,500.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	Weekdays MT	Spots/Week 2	<u>Rate</u> \$750.00	Rating 0.00					
E 31 WDJT 09/29		Sat 6p-7p Jep/Wh Sat 6p-7p Jep/Wh		Sat 6-7p	1-	:30	1 \$85.00LUR	0.00 NM	1	\$85.00
<u>Start Date</u> Week: 09/24/12	End Date 09/30/12	Weekdays 1-	Spots/Week 1	<u>Rate</u> \$85.00	Rating 0.00		_			
E 32 WDJT 10/01	/12 10/01/12	Mo 7p - 8p How I Met/Partne	CM	Mo 7pm - 8pn	n 1	:30	1 \$4,800.00P-1	0.00 NM	1	\$4,800.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$4,800.00	Rating 0.00		_			
33 WDJT 10/02	/12 10/02/12	Tu 7p - 8p NCIS	СМ	Tu 7p - 8p	-1	:30	1 \$3,000.00P-2	0.00 NM	1	\$3,000.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	Weekdays -1	Spots/Week 1	Rate \$3,000.00	Rating 0.00		<u> </u>			
E 34 WDJT 10/02	/12 10/02/12	Tu 9p - 10p Vegas	СМ	Tu 9p - 10p	-1 -	:30	1 \$700.00LUR	0.00 NM	1	\$700.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	Weekdays -1	Spots/Week 1	<u>Rate</u> \$700.00	Rating 0.00					
35 WDJT 09/27	/12 09/27/12	Th 7p - 8p Big Bang/Two and	CM d Half Men	Th 7p - 8p	1	:30	1 \$3,000.00P-2	0.00 NM	1	\$3,000.00
Start Date Week: 09/24/12	End Date 09/30/12	Weekdays 1	Spots/Week 1	Rate \$3,000.00	Rating 0.00	<u></u>	·			
E 36 WDJT 09/28	/12 09/28/12	Fr 9p - 10p Blue Bloods	СМ	9p - 10p	1	:30	1 \$4,000.00P-1	0.00 NM	1	\$4,000.00
Start Date Week: 09/24/12	End Date 09/30/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$4,000.00	Rating 0.00		· 			
E37 WDJT 09/30	/12 09/30/12	Su 6p - 7p 60 Minutes	СМ	6p - 7p	1	:30	1 \$6,000.00P-1	0.00 NM	1	\$6,000.00
Start Date Week: 09/24/12	End Date 09/30/12	<u>Weekdays</u> 1	Spots/Week 1	Rate \$6,000.00	Rating 0.00	<u>.</u>				
38 WDJT 09/27	/12 09/30/12	M - SU Late News M-Su 10p-1035p	s CM	10p - 1035p	TFSS	:30	3 \$750.00P-2	0.00 NM	3	\$2,250.00
Start Date Week: 09/24/12	End Date 09/30/12	Weekdays TFSS	Spots/Week 3	Rate \$750.00	Rating 0.00					
E 39 WDJT 10/01	/12 10/02/12	M-F Late News M-F Late News	СМ	10p-1035p	MT	:30	2 \$750.00P-2	0.00 NM	2	\$1,500.00
Start Date Week: 10/01/12	End Date 10/07/12	Weekdays MT	Spots/Week 2	<u>Rate</u> \$750.00	Rating 0.00					
E40 WDJT 09/27	/12 09/28/12	Letterman 1035p- Letterman 1035p-		1035p-1135p	TF	:30	2 \$100.00LUR	0.00 NM	2	\$200.00
<u>Start Date</u> Week: 09/24/12	End Date 09/30/12	Weekdays TF	Spots/Week 2	Rate \$100.00	Rating 0.00					
E 41 WDJT 10/01	/12 10/02/12	Letterman 1035p- Letterman 1035p-	-1135pCM -1135p	1035p-1135p	MT	:30	1 \$100.00LUR	0.00 NM	1	\$100.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	Weekdays MT	Spots/Week 1	<u>Rate</u> \$100.00	Rating 0.00					#70.00
E 42 WDJT 09/29	/12 09/29/12	Sat 1035p-1135p The Closer	CM	1035p-1135p	1-	:30	1 \$70.00LUR	0.00 NIVI	1	\$70.00
<u>Start Date</u> Week: 09/24/12	End Date 09/30/12	Weekdays	Spots/Week 1	<u>Rate</u> \$70.00	Rating 0.00	<u>.</u>				***
E 43 WDJT 09/29	0/12 09/29/12	Sat 1135p-1235a The Closer	СМ	1135p-1235x	1-	:30	1 \$60.00LUR	0.00 NM	1	\$60.00
<u>Start Date</u> Week: 09/24/12	End Date 09/30/12	Weekdays 1-	Spots/Week 1	<u>Rate</u> \$60.00	Rating 0.00					456.00
44 WDJT 09/30		1105p-1205a Castle	СМ	1105p-1205a	1	:30	1 \$50.00P-2	0.00 NM	1	\$50.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating					

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44 WDJT 09/30/12	2 09/30/12	1105p-1205a Castle	СМ	1105p-1205	a1	:30	1	\$50.00P-2	0.00 NM	1	\$50.00
<u>Start Date</u> Week: 09/24/12	End Date 09/30/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$50.00	Rating 0.00						
E 45 WDJT 09/30/12	2 09/30/12	NFL Early Game I NFL Early Game	Regula&PRT	NFL Early G	Same1	:30	1	\$2,000.00P-2	0.00 NM	1	\$2,000.00
Start Date Week: 09/24/12	End <u>Date</u> 09/30/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$2,000.00	Rating 0.00			_			
E 46 WDJT 09/29/12	2 09/29/12	SEC Afternoon G		Fri 130p-5p/ (2:00 PM-5:0	/Sat 11⊱1- 00 PM)	:30	1	\$250.00P-2	0.00 NM	1	\$250.00
<u>Start Date</u> Week: 09/24/12	End Date 09/30/12	<u>Weekdays</u> 1-	Spots/Week 1	<u>Rate</u> \$250.00	Rating 0.00						
		· ·	<u></u>		-				Totals	71	\$40,040.00